

## Message Text

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TAGS: BEXP, FR

SUBJECT: USDOC SPONSORED PAVILION AT GASTECH, MONACO

NOVEMBER 7-10, 1978.

REF: A. BLODGETT:FIELD TELCON, JULY 28; B. PARIS A-527,  
DECEMBER 15, 1975; C. PARIS 22312.

1. IN RESPONSE TO REFTELCON, COMAFF AND USTC PARIS  
HAVE EXAMINED THE FEASIBILITY AND DESIRABILITY OF A  
USDOC SPONSORED PAVILION AT GASTECH NOVEMBER 7-10,  
1978 IN MONACO. OUR COMMENTS ARE GIVEN BELOW. IN  
REFTEL C WE RESPONDED TO A SIMILAR REQUEST RE  
PARTICIPATION IN SIMA (AGRICULTURAL EQUIPMENT SHOW)  
MARCH 5-12, 1979.

2. GASTECH IS THE MAJOR EXPOSITION FOR THE LNG/LPG  
INDUSTRY, A COMBINATION SPECIALIST CONGRESS/EXHIBITION,  
GASTECH HAS GROWN SIGNIFICANTLY SINCE ITS MODEST  
BEGINNINGS IN 1972 AND HAS ATTRACTED AN INCREASING NUMBER  
OF US PARTICIPANTS. IN 1974 THERE WERE 40  
EXHIBITORS, OF WHICH 8 US; IN 1975 86 EXHIBITORS,  
13 U.S. ; IN 1976 125 EXIBITORS, 43 U.S. THE LARGE  
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INCREASE IN US PARTICIPATION IN 1976 PROBABLY DUE  
IN LARGE PART TO THE FACT THAT GASTECH WAS HELD IN  
NEW YORK THAT YEAR. OVER 1000 VISITORS WERE REGISTERED IN 1976.

3. IN VIEW OF THE HIGHLY SPECIALIZED NATURE OF GASTECH  
AND THE LACK OF MARKET RESEARCH, WE ARE NOT IN A  
POSITION TO JUDGE WHETHER USDOC SHOULD SPONSOR A U.S.

PAVILION AT GASTECH 78. HOWEVER, WE NOT BELOW SEVERAL PRO/CON ARGUMENTS WHICH USDOC SHOULD CONSIDER IN ARRIVING AT A DECISION.

4. PROS.

A. THE ENERGY CRISIS WAS A MAJOR SPUR TO THE DEVELOPMENT OF LNG/LPG TECHNOLOGY; THE INCREASE IN THE PRICE OF OIL MADE POSSIBLE THE TRANSPORT OF LIQUEFIED GAS OVER DISTANCES AND UNDER CONDITIONS WHICH WOULD NOT HAVE BEEN ECONOMICALLY FEASIBLE BEFORE. THUS, THERE HAS BEEN A RAPID AND SUSTAINED INCREASE AND INTEREST IN LNG/LPG ADVANCED TECHNOLOGY AND EQUIPMENT AND GASTECH IS THE BEST FORUM FOR THEIR DISCUSSION AND DISPLAY.

B. WHILE NOVEMBER IS NOT THE BEST MONTH WEATHER-WISE. MONACO IS STILL IDEALLY LOCATED TO ATTRACT VISITORS FROM THROUGHOUT EUROPE AND THE MIDDLE EAST. THIS IS AN IMPORTANT FACTOR SINCE THE EXPOSITION IS AIMED AT A MUCH WIDER AUDIENCE THAN JUST THE FRENCH MARKET. IN THIS REGARD, IT WOULD BE USEFUL TO EXAMINE THE LIST OF VISITORS AT THE LAST SEVERAL GASTECH'S (ESPECIALLY GASTECH 75 HELD IN PARIS) TO OBTAIN A GEOGRAPHIC BREAKDOWN OF ATTENDEES.

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C. US TECHNOLOGY IS MORE ADVANCED IN THE FIELD OF CRYOGENIC VALVES, CHECK VALVES, HIGH PRESSURE VALVES ETC. FOR THE GAS INDUSTRY. IF THE PROPOSED GAS PIPELINE BETWEEN ALGERIA AND FRANCE VIA SPAIN IS APPROVED, THE PRESENCE OF US FIRMS SPECIALIZED IN THE ABOVE ITEMS WOULD BE PROPITIOUS.

5. CONS.

A. GASTECH WOULD BE THE FIRST SHOW IN FRANCE FOR THE PROPOSED IMC. WHILE WE EXPECT THE NORMAL AMOUNT OF RUNNING -IN DIFFICULTIES, THESE WOULD BE EXACERBATED IF AN OFF-SITE EXPOSITION WERE CHOSEN FOR THE IMC INAUGURAL, ESPECIALLY ONE SO DISTANT.

B. SIMILARLY, THE NEW MONTE CARLO CONFERENCE CENTER WILL HAVE JUST OPENED ITS DOORS - GASTECH IS THE FIRST SHOW-AND THE CENTER OPERATORS ARE ALSO LIKELY TO HAVE THEIR SHARE OF OPENING NIGHT JITTERS.

C. FRENCH TECHNOLOGY IS MORE ADVANCED THAN IS  
U.S. TECHNOLOGY FOR THE STORAGE AND TRANSPORT OF  
LIQUIFIED GAS.

6. IF USDOC DECIDES NOT TO PARTICPATE IN GASTECH 78,  
WE SUGGEST THAT USDOC CONSIDER THE INTERNATIONAL  
EQUIP' HOTEL EXHIBITION SCHEDULED FOR OCTOBER 1978  
IN PARIS AS AN ALTERNATIVE. EQUIP' HOTEL IS  
ACCORDING TO THE ORGANIZERS, THE WORLD'S LARGEST  
INTERNATIONAL WHOW DEVOTED TO EQUIPMENT FOR THE  
HOTEL AND RESTQURQNT INDUSTRY. IN 1976 THERE WERE  
680 EXHIBITORS, INCLUDING 212 FOREIGN FIRMS OF WHICH  
48 WERE AMERICAN. ATTENDANCE WAS OVER 75000, OF WHICH  
3000 WERE FOREIGN, WHILE MARKET RESEARCH IS  
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LACKING, MODERNIZATION AND EXPANSION OF THE FRENCH  
HOTEL INDUSTRY AND THE INCREASE IN FAST -FOOD RESTAURANTS  
WOULD INDICATE GOOD SALES POTENTIAL FOR US FIRMS. IN  
ADDITION, THE FACT THAT THIS SHOW IS IN PARIS IN THE  
WELL-RUN PORTE DE VERSAILLES EXPOSITION FACILITIES  
WOULD OBVIATE THE CONS NOTED IN PARA 5A AND B  
ABOVE.  
HARTMAN

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